

Community  
Spirit Upheld

## THE BEACH NEWS

Circulating in  
Every Home

Promoting the Progress of the Beach Sections of San Diego and of the Entire Point Loma Peninsula

VOLUME 1

5c THE COPY

Ocean Beach, California, December 15, 1922

50c A YEAR

NUMBER 4

WOULD YOU KNOW  
ALL ABOUT  
THE WOODS

THEN READ HOW MISS MARGUERITE WASHINGTON CAME TO THE RESCUE OF A STRANGER WITHIN OUR GATES.

## THE TIME

Mid afternoon on a bright and balmy December day, typical of sunny Southern California.

## THE PLACE

Abbott street, on the Ocean front, near the merry-go-round, scene changing successively to the postoffice, to DeFoe street on the newly paved boulevard and finally to the level stretches and canyons and hills in, around and about the one and only Ocean Beach.

## THE PERSONNEL

A newspaper man, a prominent real estate agent, an official of the U. S. postal department, a popular newsdealer, an estimable citizen, several interested residents, a bright and pretty secretary for a well-known local express concern, and the heroine, a stranger from the north, arriving in the heart of Ocean Beach without knowing her whereabouts, and searching for her son and the members of his household.

## THE DENOUEMENT

A mighty happy family reunion. With the names supplied in their proper places, the above synopsis sketchily skeletonizes the whole story, briefly referred to last week, and which goes somewhat thusly:

Mrs. Anna Wood of San Rafael, Calif., courageously drove her automobile all alone from her home in the north down the coast to Ocean Beach, on a visit to her son, arriving here without being aware of it until told by the realty man who was conversing in front of his office on matters of business with the writer.

Upon learning her predicament, the last named took it upon himself to welcome the stranger within our gates. Jumping on the running board of the auto, he directed Mrs. Wood to the postoffice, where Postmaster Rankin came to the rescue in a directory of Woodses. All seemed plain sailing, but on arrival at the first fireside of folks of the Wood nomenclature, a mighty fine fellow was found, but he proved to be the wrong Wood! His name was Harry J. Wood and Mrs. Wood's son is named Harry M. Wood. Then began the real hunt in that "neck of the woods" for the right Wood!

By use of the telephone, through the courtesy of Captain Harry Wood, the very accommodating newsfolks at the Station, Mrs. Jean Parmelee and her sister, were appealed to for help in locating the other Harry Wood. Just as the trail was picked up, however, it was lost again, the information having been accidentally mislaid, but it was discovered that some baggage or parcels had been delivered a short time before by Reid's express to the aforesaid Wood with an "M" for his middle initial.

Talk about your "Button, button, button, who's got the button?" the old childhood game wasn't in it with the Wood enigma. Yet the trail was getting warmer again; in fact, it was fast becoming red hot. Reid's express was called on the phone, and lo, and behold all troubles, trials and tribulations ceased at once, immediately and forthwith, pronto!

Miss Marguerite Washington promptly replied for Reid's express, giving the desired information to the dotting of an "I" and the crossing of a "T," with the happy result that Mrs. Wood was immediately enabled to locate the residence of her son.

## THE SMOKER'S SANTA CLAUS

The eternal riddle of what to give HIM for a Christmas present has been splendidly solved by "Roy" Burkhart, Ocean Beach's own wide-awake cigar manufacturer. He is putting up hundreds upon hundreds of fine cigars, artistically labeled and packed 25 in a very nifty, classy box, bearing the wording in gold letters: "Merry Christmas and a Happy New Year, Ocean Beach, California." The price is only \$2.25 a box and the indications are that the Fremont Club Cigar Store on Newport avenue will be the headquarters for Santa Claus for all smokers hereabouts.

## Pertinent and Personal

Miss Freida Homeyer of San Francisco arrived here last Wednesday on an extended visit to her father, Chris. Homeyer, the popular proprietor of the Quality Grocery at Voltaire and Cable streets. This is the first time the father and daughter have met in ten years. Miss Homeyer has held the position of treasurer and secretary of the Central Theater in Frisco for a number of years and is widely and favorably known in theatrical circles.

Mr. and Mrs. Van Sandtz and daughter, Elizabeth, of Olivewood Terrace spent last Saturday afternoon with Mr. and Mrs. Charles M. Wheeler of Orchard avenue and Cable street.

Merrill Wagner of Cincinnati, O., has arrived here for an indefinite stay with Mr. and Mrs. A. H. Coles of 4958 Saratoga avenue.

Mr. Business Man: This is a mighty good time for you to join the Chamber of Commerce and help along the good work of civic progress.

Mrs. H. Lipsetts of the O. B. Dry Goods store on Newport avenue says elsewhere in a very clever local ad that she "does not advertise to sell, BUT sells to advertise." That's the method adopted by John Wanamaker, the merchant prince, and it's a mighty good one to adopt.

Little Miss Marjorie King of 4906 Brighton avenue is one of our peppy "news-girls," and is out after your subscriptions in order to add to her Santa Claus account.

Master Henry Faunce celebrated his seventh birthday last Wednesday, December 13, with a very jolly party to his cronies at the home of his parents in one of the Crosby cottages on Muir avenue.

## OUR OWN BOY SCOUTS

The regular Ocean Beach troop Boy Scouts' meeting was held in the Scout room of the Baptist Church last Monday. The meeting started at 7:30 p. m., with the salute to the flag. Clifford Harrison called the roll and read the minutes of the last meeting. The question of the neckerchiefs was decided by letting Mrs. Greer finish them with the gold 29, a change in colors being made from violet and gold to purple and gold, violet being too light.

Harold Simpson and Russell Roberts were voted in the troop, a motion being made by Donald Roberts and seconded by Donald Tibbetts that the troop would be re-initiated in the near future. The initiation committee is composed of Hugh Greer, Clifford Harrison and Assistant Scoutmaster Mr. Jackson. Scouts present were: Donald Roberts, Robert Gilbert, Hugh Greer, Clifford Harrison, Walter Varney, Raymond O'Mara, Arnold Losey, Donald Tibbetts, Edwin Plummer and Assistant Scoutmaster Mr. Jackson. Visitors were: Harold Simpson and Russell Roberts.

The meeting closed with the Scout laws.

CHRISTMAS POSTAL  
SCHEDULE

Mail your Christmas parcels at least a day earlier. This is the advice of postoffice officials, as allowance must be made for the fact that Christmas comes on Monday this year.

Christmas parcels should be mailed no later than the following schedule:

Friday, December 15—Mail parcels for Iowa, Nebraska, Kansas, Arkansas, Missouri, Oklahoma and Louisiana.

Saturday, December 16—Mail parcels for Texas, Colorado, Wyoming, Montana, Idaho and Washington.

Monday, December 18—Mail parcels for Oregon, New Mexico, Nevada, Utah and Northern California.

Tuesday, December 19—Mail parcels for central California and Arizona.

Thursday and Friday, December 21 and 22—Mail parcels for San Diego.

## "SUNSET CREST"

That's the Title For the Prize in the Wheeler Bungalow Contest, Won By Walter F. Moore

In a letter to the editor of The Beach News, Mr. and Mrs. Charles M. Wheeler, the final judges in the contest for a suitable name for their group of beautiful bungalows on Cable street at Orchard avenue, have stated that they think "Sunset Crest" is the most appropriate one of the many titles suggested by our numerous interested readers. The name was sent in by Walter F. Moore of 4672 Del Monte avenue and the prize of a year's subscription therefore will be duly awarded to him, as well as a nice Christmas token from Mr. and Mrs. Wheeler.

Besides the somewhat lengthy list of titles published last week, the following suggestions have since been received: "After Glow," by Miss Mabel Farson; "Sunivista" and "Sunikrest," by Julia C. B. Coggeshall, and the following from C. L. Shatebec speaks for itself:

"In regard to your 'Brain Twister,' I permitted myself to have my 'brain twisted' a little, and here is the outcome: 'Greater Ocean Beach Apartments,' 'Greater Ocean Beach Bungalows,' 'Greater Ocean Beach Miramar,' 'Greater Ocean Beach Crest,' 'Greater Ocean Beach Bluffs.'

"I think I had better stop with these and say this: that when giving a name, allude to the great building up of Ocean Beach. It might, at all times, serve as an incentive to the citizens of Ocean Beach to help to build and make Ocean Beach a bigger and better city within the next few years."

Get a Christmas box of cigars for HIM from the Fremont Club Cigar Stand on Newport avenue. Only \$2.25 for 25, packed in a classy box, artistically labeled "Merry Christmas and Happy New Year."

We are glad to welcome back Mrs. C. H. Stubeling of the Dalles, Ore., who has come to winter at The Crag.

G. H. Faber has signed a five-year lease for the continuance of his grocery headquarters in the Gammon building at the corner of Bacon street and Newport avenue. Within an hour after obtaining his lease, the popular grocerman had workmen on the job remodeling and enlarging the interior, full details of the improvements to be published later.

Prove your belief in your own home town by attending the meeting of the Chamber of Commerce next Monday night.

## SOMETHING OF A SKYSCRAPER

Busy and bustling "Bob" Walsh got his new building up one story, then stepped out and took a good look at the bounding blue Pacific only a block away, thereupon a great idea smote him.

Why not push his pedestal of business up a little higher toward the sky?

Next to thinking, the redoubtable "Bob" believes in doing, and doing it pronto! Hence, plans were immediately given for adding another story to the new Walsh Temple of Commerce on Newport avenue, with the result that a most decided improvement and a general air of prosperity have been given to that business thoroughfare.

The future tenacy of the building will be divulged in due time.

## Seen, Heard and Said

Wade Kelly, brother of the famous aviator, Lieutenant Oakley G. Kelly, who broke all world aviation records in the air above Ocean Beach recently, has been visiting L. A. Shaffer of the Maine Garage at the latter's home on Newport avenue.

Mr. and Mrs. George Hyman and Mrs. Holmes of Olivewood Terrace and Mr. and Mrs. Clark of Sand Point, Idaho, are wintering in San Diego, and spent last Sunday afternoon and evening with Mr. and Mrs. Charles M. Wheeler at their new Beach home.

William Ross, uncle of Mrs. Bettie Miller of 4836 West Point Loma boulevard, died December 11, at the age of 63 years. He was a native of Kentucky, and had been ill a long while.

Next Monday night promises to be a red letter night at the O. B. Chamber of Commerce, so be sure to be on hand and help set off the oratorical fireworks.

Chris Enholm, the well-known transfer man of 128 West Broadway, San Diego, says that everything points to a good season for O. B., judging from the extra baggage he has been hauling Beachward of late.

Mrs. E. C. Langeth of 5077 Cape May avenue was seriously injured last Saturday when she was thrown from the side car of a motorcycle on India street in San Diego. Her husband was driving the car, which collided with a big truck driven by L. P. McLaughlin of 1620 Terrace street.

## FIRE CHIEF FROM VENICE

George A. Hubbard, the fire chief of Venice, Calif., was down here not long ago looking over his property. Mr. Hubbard is a firm believer in a fine future for the Beach, and intimated that when he retires he will make Ocean Beach his home. "Bob" Walsh entertained Mr. Hubbard and his wife during their stay and it goes without saying that our northern visitors had a most pleasant time and gathered some very interesting information.

## A SIX-YEAR-OLD BOOSTER

A very highly esteemed correspondent sends in the following pleasing item:

"The mother and grandmother of a quite precious youngster of six years from Oak Park, Ill., were talking of the wonders of Southern California, when the boy most earnestly said: 'Oh, mother, God must live in California, where my Aunt Lillie lives, for it is so beautiful there!' Then, after a short pause, he soberly added: 'And that's where I want to live.'"

Of course, he referred to this glorious Beach section.

Mrs. B. Fleisher has arrived to join her husband here. They are now in an apartment at The Crag.

'HUMDINGER' BALL  
TOMORROW NIGHTLOTS OF FUN AND FINE CHANCE  
TO GET A CORKING GOOD  
CHRISTMAS PRESENT

There will be great doings at the "Garden of Eden" in Benbough's dance pavilion tomorrow night, Saturday, December 16. A jolly brand new surprise is to be sprung by the management, and it will be one which will prove not only a novelty but also decidedly beneficial to the thousands who patronize the popular pavilion.

Just think of it! A fine chance, open to all, to secure a real worthwhile Christmas present for the simple sum of a dime.

As usual, there will be no admission fee, but you'll gladly part with ten cents when you see the wealth of good things that you may possibly get by snipping a numbered card dangling from the line, where the fruit formerly hung on "barn dance" nights.

The plan is very simple. Coupon tickets, bearing numbers similar to cards attached to presents of all kinds, will be hung on lines stretched above the dances. You pick off a ticket and the number entitles you to a prize bearing a corresponding number. There will be no blanks. Everyone securing a ticket will get a present—it may be anything from a tuneless tin whistle to an elegant electric kewpie doll.

Remember, tomorrow (Saturday) night is the night, so don't miss the "Humdinger" ball.

## PHYSICAL CULTURE CLUB

The Psycho-Therapeutic Club of Ocean Beach, under the direction of Mrs. Lillian M. Howe of 4962 Brighton avenue, meets every Wednesday at the home of Mrs. Howe. This club was started last August and a number of residents claimed to have been benefited by the regular course of instruction.

Mrs. Howe is a student of Orlando Edgar Miller of Chicago and Mrs. Scharman and Dr. B. M. Thompson of Los Angeles. Mrs. Howe's classes of instruction in physical culture are free to all who feel interested.

## OCEAN THEATRE

Several new members are to be initiated into the Chamber of Commerce next Monday night, December 18. Don't fail to be there and witness 'em "ride the goat."

To say that Manager Ericsson's patrons at the Ocean Beach theater highly appreciate his change in policy by opening early and closing early is putting it mild, indeed. The majority are very enthusiastic over the new conditions, especially the younger folks who have to get up early to prepare for school. The shows now booked are right up to the high standard always maintained and some exceptionally star feature attractions are being engaged for the forthcoming holiday season.

You are certainly missing a big musical treat if you haven't heard the pretty and talented Mrs. Norma Ericsson at the player-piano, reproducing particularly that popular melody entitled, "Three o'Clock in the Morning." It's a gem, and her manipulation of the instrument is as perfect as perfect can be! Go to the theater early and you'll be amply rewarded.

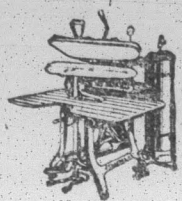
J. L. Buckingham of Dorneyville, Calif., has rented a cottage in Voltaire street for the winter season.

Joseph Lial, Jr., sends in "Seaplane" as his suggestion for a title for the Wheeler group of concrete cottages on Cable street.



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**Katherine's Kollum****DEPARTED DAYS**

Yes, dear departed, cherished days,

Could memory's hand restore

Your morning light, your evening

rays

From time's gray urn once more.

Then might this restless heart be

still,

This straining eye might close;

And Hope her fainting pinions fold,

While the fair phantoms rose.

But like a child in ocean's arms,

We strive against the stream,

Each moment farther from the shore

Where life's young fountains

gleam;

Each moment fainter wave the fields

And wider rolls the sea;

The mist grows dark—the sun goes

down—

Day breaks—and where are we?

Mrs. A. B. Waters, 4725 Santa Cruz avenue, certainly praises our climate, and to prove it, she says she has about three dozen bananas turning a lovely yellow color.

Mrs. Lillian M. Howe of 4962 Brighton avenue contracted a severe cold about three weeks ago. We are glad to announce she is getting better and was a welcome visitor at the office of *The Beach News* this week.

At the masquerade dance held at the "Garden of Eden" last Friday by the Children's Friday Night Dancing Club, the following were prize winners: First prize for the best costume, Katherine Jones; best costume for boys, Andrew Ormun; kewpie, Jeanie Schneider; Red Cross nurse, Georgie May Sharp; first prize waltz, Dorothy Justin and Dan Humason; first prize fox trot, Marjiam Humason and Edwin Plummer; clown suits, Marie Davis and Billy Alexander. The judges were: Mrs. Fannie Tibbets, Mrs. Kirk Smith and Mr. Alexander. The usual dance will be held tonight with prizes for girls and boys. Parents are especially invited.

Mr. and Mrs. Joseph Lial, Jr., of 4765 Muir avenue entertained recently Mrs. H. Offerdahl and Mr. and Mrs. M. Medeiros and their two children, Chris and Raymond. A delicious dinner was served.

Dr. and Mrs. W. B. Leonard of 4676 Bermuda avenue gave a birthday dinner last Friday evening in honor of Dr. Leonard's brother-in-law, F. O. Hughes. Covers were laid for ten and the evening was spent playing whist. The host and hostess graciously saw that a jolly good time was had by all.

A most pleasant surprise party was given in honor of the anniversary of the birthday of Mrs. Pearl M. Wood of 4729 Cape May avenue. Those who came to wish the charming hostess many happy returns were Mr. and Mrs. W. H. O'Connor of San Diego, Mr. and Mrs. Harry Tainter of Los Angeles, Mr. and Mrs. Kieseling of San Diego, Mrs. Nell Schrader and Mr. Will Smith. Many beautiful gifts were received by Mrs. Wood on the happy occasion.

Mr. and Mrs. George Kortlander of Grand Rapids, Mich., recently visited his brother and wife, Mr. and Mrs. William Kortlander of Niagara avenue. William K., by the way, has recently bought a fine town residence at Sixth and Beach streets, San Diego.

Mr. and Mrs. E. W. Grenawalt of the O. B. Notion Shop had as their guests for dinner last Sunday Mr. and Mrs. Louis Heath of San Diego.

Mr. and Mrs. H. W. Donaldson are entertaining as house guest their aunt, Mrs. E. Leinberger, of Kansas City, Mo.

Mr. and Mrs. Gene Leslie have sold their home on 4835 Niagara avenue and are moving to San Diego.

Postmaster Rankin requests everybody to mail their Christmas tokens early.

Little Miss Martha Isabel Froide wants to thank her friends, old and young, for the many pretty birthday presents she received on her second birthday last Saturday, December 9.

Called to see Mrs. Henry Eulberg of 4803 Long Branch avenue the other day. She very pleasantly greeted me at the door, bade me welcome and introduced little Lawrence Eulberg, her 6-months-old 100 per cent baby boy. Mama and Daddy

Eulberg are very proud of him, and well they may be, for he sure is a little darling!

"Jimmy" Bowker is one of our wide-awake citizens who keeps his weather eye open for anything tending to promote the prosperity of the Beach. *The Beach News* is indebted to the genial "Jimmy" for several good suggestions which will be gladly adopted.

That "humdinger" ball at the Garden of Eden tomorrow night certainly bids fair to be just what its name indicates. Take a dime with you and pick a card off the line for a nifty Christmas present.

"Charlie" Carroll is mighty positive in a recently published announcement that he is the sole owner of "Spotlight," a weekly San Diego publication.

Mail your Christmas packages EARLY.

The board of directors of the Chamber of Commerce, individually and collectively, are urged to be present at the regular meeting next Monday night, as matters of the greatest importance will be acted upon and discussed.

Mr. and Mrs. Harry Dinen of Los Angeles and Mrs. Nellie Weser of San Francisco motored down to O. B. to spend the week end with Mrs. C. B. Hartley.

Walter P. Moore of San Diego was a week-end visitor at his son's home, Charles S. Moore of 4672 Del Monte avenue. He was delighted to hear of Ocean Beach having its own home paper. Mr. Moore is one of the old-timers of San Diego and supervised the laying out of Ocean Beach several years ago, when he was superintendent of construction for D. C. Collier.

Eva Smith had a dandy birthday party on Wednesday afternoon. Despite the inclement weather, a number of little girls turned up at the Smith home on Santa Monica avenue and had a merry time, feasting and playing games while Mrs. Smith and Katherine Shepherd told fairy tales. The birthday cake was pink and white icing, and the eight red candles burned brightly.

KATHERINE.

Boudoir caps and Christmas tokens made to order by MRS. J. P. FROIDE, 5019 Newport avenue, Photo Studio.

**Church News and Views****UNION CONGREGATIONAL CHURCH**

Rev. Frederic J. Stoetzel, Pastor

Sunday school at 9:45 a. m., morning worship at 11 and evening service at 7:30.

Interest and growth is continuing in every department of the church's activities. The Sunday school is well graded and the graded lessons are being used in every department except the adult department.

Last week the lot and one-half adjoining the church property to the east was purchased and paid for. It is on this ground that the proposed parsonage will be built.

The dinner and musical program Tuesday evening was well patronized and was a success in every way.

**FIRST BAPTIST CHURCH**

Rev. Rolla E. Brown, Pastor

A cake and candy sale will be given by the Bethany Class of the Bible school on Saturday afternoon at the Cash Grocery on Newport avenue. The proceeds will help to furnish the girls' classroom in the new church.

Next Sunday morning at 11 o'clock the subject of the pastor's sermon will be: "The Most Important Work for Every Christian." It is earnestly desired that every member of the church and congregation shall be present if possible. In the evening at 7:30 four or more young people, who recently attended the state convention of the Baptist Young People's Union at Santa Barbara, are to speak and furnish special features of the program. Dr. R. T.

F. E. Bedford is planning to build a garage next to the Ocean Beach Park Service Station at Cable and Voltaire streets.

Miss Ora Teague of Long Beach is the latest addition to the attendants at Newport Cafe, where she is ever ready to serve the patrons of that popular eating emporium promptly and courteously. By the way, the proprietor, William J. Morrison, has just signed with his landlord, G. D. Gammon, for a five-year lease, and "Billy" is now planning some extensive improvements for the convenience and comfort of his increasing clientele.

THE O. B. DRY GOODS STORE says: "We do not advertise to sell,

—BUT—

sell to advertise," and here's the proof:

Walking and Talking Mama Dolls, \$2.75 and \$3.75.

Can you beat it?

**THE SMITH CONCERT**

Quite a goodly crowd of music-lovers enjoyed the Smith concert at the Union Congregational Church last Friday night, and the program, which was fully published in last week's issue of *The Beach News*, was carried through very commendably. It was indeed a rich and rare treat, and future programs are looked forward to with pleasure.

SPECIALS—At the Little Cash Grocery and FABER'S Cash and Carry, No. 3, for Tuesday and Wednesday (December 19 and 20)—2 cans Oval Sardines for 15 cents.

**SWEDISH MASSAGE BENEFITS**

The following interesting and instructive essay has been contributed by Professor N. F. Adamson, having offices in the Hotel Newport, 4965 Newport avenue, Ocean Beach:

"Those who study the reconstruction of diseased parts of the human body are often reaching the conclusion that medicinal agencies will not accomplish the end desired. The system which has been in vogue so long, and on which people have had their sole reliance in absence of any other, is rapidly crumbling to pieces.

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Don't miss it

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PICTURE

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climated to Southern California.

OCEAN BEACH, CALIF.

## The Beach News

(Copyright Daily Applied For)

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue, Ocean Beach,

California

Phone Point Loma 17

KIRK SMITH Editor-Owner  
KATHERINE SMITH Social Editor

2 1/2 CENTS

Subscription Price, 50 Cents a Year,  
IN ADVANCEOutside the county, 75 cents a year.  
Advertising Rates Upon Application  
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aging Six Words to a Line  
Single Copies 5 Cents(Application for Entry as second-class mat-  
ter at the Postoffice at Ocean Beach,  
California, pending.)

FRIDAY, DECEMBER 15, 1922

THE BEACH NEWS is on sale  
regularly at the STATION NEWS  
STAND, corner of Niagara avenue  
and Bacon street, where Mrs. Jean  
S. Parmelee and her sister, Miss  
Emily M. Smith, will also receive  
yearly subscriptions.

## COMMUNITY NEWSPAPERS

The story of the newspaper pub-  
lished in the country town or smaller  
city has significance for the student  
of American society. The influence  
of this class of newspapers is close,  
constant and pervasive.When the paper appreciates its  
opportunities and is judiciously con-  
ducted, it becomes a member of ev-  
ery family within its field in a way  
that the great newspaper of the large  
city cannot rival.The small town paper is never a  
product of wealth, its capital con-  
sisting of the editor's brains and its  
plant, of copy paper, paste, scissors,  
table and waste basket.The success of such newspapers is  
owing chiefly to the courage and per-  
sistence of the proprietor and to the  
support of the community. The loy-  
alty of the editor and of the paper  
to the community is an asset to any  
town and deserves its friendship.There is a strong bond of influ-  
ence between a community weekly  
and smaller city dailies and their  
readers that can never exist in the  
relation of the metropolitan daily  
and the public. Hence, *The Beach  
News* for the Beaches of San Diego  
and the entire Point Loma penin-  
sula.

## OUR JUNIOR HIGH SCHOOL

The location of the proposed new  
Junior High School for this section  
still remains in abeyance. At the  
end of last week, the entire board  
of education came to Ocean Beach  
and looked the ground over, but  
what action will be taken still re-  
mains a riddle. In this connection,  
it may be well to state that it will  
help matters wonderfully if every  
Beachite will get behind the project  
and push it for all it's worth.

## MAKE CHRISTMAS SAFE

Christmas is nearly here.  
We will soon read of the Christ-  
mas trees that were ignited through  
careless use of candles or electric  
wiring. We will read of the houses  
that were burned down as a result  
and we will read of children and  
grown people whose Christmas par-  
ties were turned into occasions for  
mourning due to death by fire caused  
by carelessness in handling in-  
flammable materials in connection  
with Christmas festivities.What a pity that a day of re-  
joicing will be turned into a day of  
sorrow in many homes as a result of  
pure carelessness.What a wonderful thing it would  
be if every family would make it a  
point to see that every possible fire  
hazard was eliminated from Christ-  
mas festivities.Think of the saving that would re-  
sult in lives and property on this  
great day!

## THANK YOU, FRIEND AL

"If Kirk Smith keeps up the pres-  
ent rate of improvement of his  
*Beach News*, published at Ocean  
Beach, he'll have to hustle. From  
the first to the second issue the  
paper jumped from four columns a  
page to five, and added the printers'  
label. Some improvement."—Editor  
Al Rogers in the *Labor Leader* last  
week.

## A BONA FIDE BEACH BOOSTER

Clausen Jones is a most welcome  
visitor at the Beach. He is a far-  
sighted realty man and a staunch  
progressive in his views concerning  
the future of this glorious section.  
Back in the early eighties, when  
Ocean Beach was originally laid out,  
Mr. Jones bought 101 lots, and he has  
been trading and selling them ever  
since to the interests and profit of  
all concerned.Mr. Jones is a native of Coving-  
ton, Ind., and migrated to San Diego  
in 1877. He has spent forty-five  
years of his busy life on the Pa-  
cific coast, and is authority for the  
statement that this immediate sec-  
tion is the ideal spot of 'em all.After an absence of over half a  
century, Mr. Jones recently visited  
his native soil, traveling through six-  
teen states by automobile. He is  
now here for an extended stay and  
is promoting several important busi-  
ness deals.Contributors of news items, es-  
says and stories are kindly requested  
to send them in early each week in  
order that the "forms" may be  
closed on Thursday night.Subscribers are earnestly asked to  
phone Point Loma 17, notifying us  
if *THE BEACH NEWS* fails to reach  
them on time every Friday after-  
noon.A real HE present for HIM is a  
box of those fine Christmas cigars,  
especially made by Roy Burkhardt at  
the O. B. Cigar Factory on Newport  
avenue. Only \$2.25—box of 25, ar-  
tistically packed.S. A. Orcutt is back from a com-  
bined business and pleasure trip to  
his home town, Tulsa, Okla. His  
Beach residence is delightfully lo-  
cated on West Point Loma boule-  
vard, and he parks his car at the  
Maine Garage, where expert mechan-  
ics keep it in first-class order.

## IN THE EDITOR'S MAIL

## OUR FAME GOETH FAR

Albuquerque, N. M., Dec. 8, 1922  
Editor *The Beach News*,  
Ocean Beach, Calif.Dear Sir: I understand you are  
starting a paper at Ocean Beach; if  
so, will you please send me a sam-  
ple copy, with subscription price,  
etc., as I am interested in Ocean  
Beach.

Respectfully,

T. J. FORD.

518 West Coal Avenue.

## THIS SPEAKS FOR ITSELF

To Our Dear *Beach News*: One  
thing I must say, and that is, *The  
Beach News* ads sure do bring re-  
sults. I placed one small ad, and  
within three hours after *The News*  
was out I had five answers, and on  
the next day twelve, and one from  
Los Angeles the third day.Some paper! What would a lar-  
ger ad have done in proportion?  
JAMES P. FROIDE.

## PRAISE FROM BUFFALO, N. Y.

The following kind words con-  
cerning Ocean Beach and *The Beach  
News* have been handed in by "Roy"  
Burkhardt, the progressive propie-  
tor of the Ocean Beach cigar fac-  
tory on Newport avenue:"Buffalo, N. Y., Dec. 6, 1922.  
"Leroy G. Burkhardt,  
"Ocean Beach, Calif."Dear Mr. Burkhardt: My daugh-  
ter, Mrs. J. J. Hanna, 4879 Newport  
avenue, sent me a copy of *The Beach  
News*. Indeed I am so glad to see  
that O. B. affords a paper of her  
own. Am glad to note the improve-  
ments and cleanups made, there from  
time to time. I want to congratulate  
you and the Chamber of Commerce  
for the splendid work done. Let the  
good work go on. My daughter sends  
me the paper, or I would want to  
subscribe for it. Would like to see  
some news from or about her in it,  
too. I am, as ever, interested in  
O. B.

"Sincerely,

"EMMA R. JOHNS."

## A "LURE" THAT IS FELT

Ocean Beach, Calif., Dec. 12, 1922.

Dear Editor of *The Beach News*:It seems so good to be home again  
that I feel like I must talk about  
it to some one. And though I stayed

## Faber's Christmas Bargain Specials.

THE LITTLE CASH GROCERY  
5021 Newport Ave. Pt. Loma 129SUGAR, 10 lbs. for 81c; sack \$8.10  
PRUNES, new crop, 40-50 lbs. 20c  
2-lb. pkg. 33c; 5-lb. pkg. 72c;  
5-lb. boxes \$1.25  
RAISINS, Seeded and Seedless, 25c  
New Stock of Dates, Figs, Raisins, Nuts  
and Christmas Candy  
WALNUTS, No. 1, 35c lb.; 3 lbs. \$1.00  
CHRISTMAS TREES 50c and 75c  
Good Standard CORN, PEAS and  
TOMATOES, 2 cans for 25c  
SALMON, very choice, small can 15c  
Large can 28c  
SALT, 2 lb. pkg. 10cFABER'S CASH AND CARRY NO. 3  
2119 Bacon St. Phone Pt. Loma 248

## CHRISTMAS BOXES

Stuffed Figs and Raisins—  
2 lbs. \$1.50  
3 1/2 lbs. \$3.00  
5 lbs. \$3.50  
Coffee—Hills Ben Hur, M. J. B. and  
Point Loma, 1-lb. tin 42c  
Post Toasties and Corn Flakes 10c  
Pork and Beans—Del Monte, 25c  
Large can, 2 for 10c  
Special Small Can 15c  
Medium Can 25c  
Soap—Polar White, 6 for 5c  
Ben Hur, per bar 5c  
White King, per bar 5c  
TRADE AT HOME WHERE PRICES  
ARE RIGHT  
All Orders Over \$5.00 Delivered FREEBAPTIST CHURCH SUBSCRIP-  
TIONSIn order to underwrite about  
\$2000 more, which must be raised at  
once for the new First Baptist  
Church edifice, recently completed,  
subscriptions are being received, pay-  
able to suit the convenience of the  
subscriber. Many outside the church  
in Ocean Beach have kindly helped  
in this work. The pastor will be  
glad to have inquiry or report from  
any interested. It is desired to ded-  
icate the building soon with all the  
money provided beforehand. Checks  
or orders may be made payable to  
F. S. Runyon, treasurer. It is ex-  
pected that the furnishings and seats  
for the audience room will be placed  
some time early next week.SPECIALS—At the Little Cash  
Grocery and FABER'S Cash and  
Carry, No. 3, for Tuesday and Wed-  
nesday (December 19 and 20)—2  
cans Oval Sardines for 15 cents.No matter what you may do the  
rest of the week, nothing will prove  
of as much value as your presence  
at the Chamber of Commerce next  
Monday night.

## THEY ALL PATRONIZE THE

OCEAN BEACH  
STEAM LAUNDRYWET WASH, ROUGH DRY AND  
FINISHEDCall Point Loma 31 and it will be  
called for and deliveredIf You Want the BEST in  
Shoe Repairing

Go to

SMITH

4983 Newport Ave., Ocean Beach

Phone: Point Loma 361-J

OCEAN BEACH  
PLUMBING CO.Chas. H. Peltcher, Prop.  
Repair Work, Contracting,  
Estimates

5068 NIAGARA AVENUE

Heaters, Hardware, Bath Tubs  
and Plumbers' Supplies

Phone: Pt. Loma 74

## Hotel Newport

G. D. Gammon, Prop.  
Rooms as Low as \$5 Per Week  
Apartments \$30 Per Month  
4965 Newport Ave., Ocean BeachBEACH  
BARBER SHOP

5032 Newport Avenue

First Class Work Guaranteed

OPEN ALL DAY SUNDAYS

Children's Hair Cutting 35c

Call and see us—we'll treat  
you right.OCEAN BEACH DRUG  
STORECHAS. L. COLBY, Prop.  
1893 Bacon St., Ocean Beach  
Drugs, Druggists' Sundries  
and Stationery  
PHONE PT. LOMA 70-JSUNSET  
SUPPER  
CLUB

OCEAN BEACH

OPEN TO MEMBERS AND  
THEIR GUESTSFINE ENTERTAINMENT AND  
SUPERIOR MEALS

## SPECIAL CAFE SERVICE

Excellent Music and Dancing

Re-unions and Birthday Parties  
Invited

"The Best Is None Too Good"

SUBSCRIBE NOW



## SUN, MOON AND TIDE

The time and height of high and low water, officially computed by the United States hydrographic office for San Diego and vicinity, and the December almanac herewith given, bold-face type indicating m. and the date of the month, appearing in the first column:

Sun Sun Moon			Tides—		
Rises	Sets	Rises	High	Low	
15—6:45	4:44	8:33	6:34 6.5	0:14	1.3
			7:42 4.3	1:39	—0.4
16—6:45	4:44	4:38	7:17 6.8	1:00	1.4
			8:33 4.4	2:23	0.8
17—6:46	4:45	5:42	7:55 7.0	1:13	1.0
			9:20 4.5	3:06	1.1
18—6:47	4:45	6:42	8:37 6.9	3:25	1.0
			10:03 4.5	3:46	1.1
19—6:47	4:45	7:38	9:18 6.7	3:06	1.3
			10:47 4.4	4:26	0.9
20—6:48	4:46	8:27	9:55 6.4	3:47	2.0
			11:30 4.3	5:04	0.6
21—6:48	4:46	9:11	10:35 5.9	4:27	2.2
			5:43	0.2	
22—6:49	4:47	9:50	0:17 4.1	5:12	2.5
			11:16 5.3	6:23	0.2
23—6:49	4:47	10:27	1:05 4.1	6:08	2.7
			12:00 4.7	7:05	0.7
24—6:50	4:48	11:00	2:00 4.1	7:25	2.9
			12:56 4.1	7:53	1.1
25—6:50	4:49	11:33	2:57 4.2	8:21	2.7
			2:10 3.6	8:47	1.5
26—6:51	4:49	12:06	3:51 4.4	11:01	3.2
			3:47 3.3	9:48	1.9
27—6:51	4:50	12:37	4:40 4.7	12:03	1.7
			5:19 3.2	10:44	2.1
28—6:51	4:50	1:12	5:22 5.1	12:45	1.1
			6:27 3.3	11:33	2.2
29—6:52	4:51	1:49	6:01 5.4		
			7:17 3.5	1:20	0.6
30—6:52	4:52	2:30	6:37 5.7	0:15	2.2
			7:57 3.7	1:53	0.2
31—6:52	4:52	3:14	7:10 6.0	0:52	2.1

New moon, December 18, and sun at winter solstice December 22.

## EAT

CRAMER'S  
HARVEST  
BREAD

The White Bread You will  
really Enjoy

Made with malt and full cream  
milk

MOST OCEAN BEACH  
GROCERS CARRY IT

Phone Point Loma 25

## NEWPORT CAFE

AND

## Ice Cream Parlor

WM. J. MORRISON, Prop.  
5002 NEWPORT AVENUE  
OCEAN BEACH  
Excellent Cuisine  
SERVICE THAT SATISFIES  
Candy and Confections  
Cigars and Cigarettes

Ocean Beach Nursery  
Christmas Sale of Plants

Nice Kontia Palms at 50c; Poinsettias, 50c and up; Marguerites and Various Other Plants at Bargain Prices.

DONALD CAMERON, Prop.

## FRED KENNEL

DESIGNER and BUILDER  
ESTIMATES AND PLANS  
FURNISHED

4987 Newport Ave., Ocean Beach

## JOIN THE PRESSING CLUB

With the incoming of the forthcoming New Year, 1923, C. H. Owen, proprietor of the O. B. Cleaning and Pressing establishment on Niagara avenue, will inaugurate a new rate for all members joining his new monthly pressing club. Phone Point Loma 70-W, and "Cliff" will gladly give you full particulars of how to keep neat and natty on a very moderate outlay.

A very substantial residence is being built on Cable street, near Naragansett avenue, for T. J. Ford of Albuquerque, N. M., through the promotion of A. G. Kingsbury, the progressive realty man of Del Monte avenue and Bacon street. Fred Kenner is the designer and contractor and "Charlie" Peltcher is doing the plumbing work. The house has a concrete foundation and will be plastered and otherwise finely finished.

A street arc light is badly needed at the corner of Cable street and West Point Loma boulevard.

Open All Year!  
Good Music!  
Good Floor!

GO Where the Crowds Go!

## Classified Ads

Rates, 10 cents per line, averaging six words to a line. No advertisement less than 30 cents, all payable in advance.

FOR SALE—Furnished house; six rooms and sleeping porch; fine view; fruit, berries, grapes; half block to car line; pavement; \$2000. Waters, 4725 Santa Cruz avenue.

FOR RENT—Crosby cottages, nicely furnished, \$16.00 a month. 4930 Muir avenue. Telephone, Point Loma 214-J.

FOR SALE—New house, two lots; \$1700. Cash, \$200, balance like rent. 4814 Saratoga avenue.

FOR SALE—The Ocean Beach Vegetable Gardens and Poultry Yards; two houses, three lots, two other lots; Pekin, white and colored Muscovy hatching eggs, baby ducklings, plants. 4734 Long Branch avenue.

FOR RENT—Three cozy, comfortable, nicely furnished houses; one block from bay and car line; very moderate rent. Inquire 5048 Lotus street, between Bacon and Abbott streets.

FOR SALE—Buttonboard, 2840 feet; bargain at \$28 per thousand; in half or whole lots. Apply

WILFRED SWARTS,  
Ocean Beach Park Service Station.

JUST RECEIVED a fine young Toggenburg Billy Goat, for service. Call at 4649 Voltaire street.

## FREE THEATER PASSES

T. H. Harrison, the astute manager of the New Ocean Beach Bathhouse in the Benbough building, has devised a plan to please the boys and girls of Ocean Beach and vicinity. Elsewhere in these columns he announces in big, bold black type that he will give PASSES to the Ocean Theater to all who purchase CANDY at the New Ocean Beach Bathhouse in the Benbough building. Little "folks" who attend the Friday Nite Dancing Club at Benbough's Dancing Pavilion can easily take advantage of this generous offer by stepping 'round the corner and patronizing Mr. Harrison's candy stand and cold drinks dispensary.

## CUNDELL'S MEAT MARKET

Specials for Saturday, December 16: Round steak, 25c; hamburger, 15c; boiling beef, 8c; Eastern bacon, 32c.

At last Sunday's services of the Christian Science Society, held in the Chamber of Commerce building, a committee, composed of Charles E. Wood and J. J. Burt, was appointed for the purpose of securing a new place, the Niagara apartment building having been sold recently, and they may be required to move.

## FINE CHICKEN DINNER

That was certainly a "scrumptious" chicken dinner served at the Union Congregational Church last Tuesday night. And ye editor surely should know, being in attendance with "our own Katherine," and both partaking heartily of the repast.

## JUST SMILE

By "The Man of Oregon"

Why round yer lips the heart sobs lark?

I know whistling is mighty uphill

work,

But try and soon the tremble's gone,

Like darkness fadin' into dawn.

And when you want to growl, just

smile!

It's not always easy,

But shoreley worth yer while.

Your trail isn't half as steep and

hard

As it might be—

You know that, pard.

A real HE present for HIM is a

box of those fine Christmas cigars,

especially made by Roy Burkhart at

the O. B. Cigar Factory on Newport

avenue. Only \$2.25 box of 25, artistically packed.

# Dance to Music that Makes You Want to Dance

BENBOUGH'S

## OCEAN BEACH PAVILION

### THE "GARDEN OF EDEN"

Dancing Every Thursday and Saturday Evening and Sunday Afternoon and Night  
Watch for the Big Surprises on the Christmas Tree in the "Garden of Eden"

IT WASN'T LUCK  
WITH KATHERINE

SHE HAD A VISION WHICH SHE  
REFUSED TO RELINQUISH

Contributed

By RUTH AGNES ABELING

Katherine was lucky—just plain lucky—everybody said. Because no matter how things seemed to go at first, they always came around in some way so Katherine had her heart's desire.

There were lots of folk who envied Katherine. They envied the ease with which she seemed to accomplish everything she set out to do. They envied her because her life seemed void of disappointments and rebuffs. They envied her the friendships she had, which seemed to extend to every corner of the earth and to be a lasting, worthy sort.

But they didn't know!

They didn't know that for every dream Katherine had turned into reality she had given effort and thought equal to the amount of pleasure the realization finally brought.

They didn't know that every step of the upward way had its share of disappointment and rebuff.

They didn't know that the fields of her personal battles on which lay wounded fragments of her pride and her own too sensitive heart stretched as far and wide as the paths which her friends waded.

They didn't know that it was not luck with Katherine, that it was not circumstance, that it wasn't anything except that Katherine had a vision to which she clung through all of her days.

Katherine had a vision which she refused to relinquish, a faith in herself and in life so big that it refused to be conquered.

It wasn't luck with Katherine.

SPECIALS—At the Little Cash Grocery and FABER'S Cash and Carry, No. 3, for Tuesday and Wednesday (December 19 and 20)—2 cans Oval Sardines for 15 cents.

## OCEAN BEACH NEEDS

A Branch Bank.

A Dental Parlor.

A Candy Factory.

A Community House.

A New Library Building.

A JUNIOR HIGH SCHOOL.

A Tourists' Camping Grounds.

And 500 more members for the Chamber of Commerce.

Fine variety of Canned and Packaged GROCERIES Actually BELOW COST to be sold this week. Get the Big Bargains NOW at the Corner Grocery, 5002 Niagara avenue.

L. A. Shaffer has hit upon a brand new scheme for pleasing the patrons of the Maine Garage on Newport avenue. Storage is placed at the very reasonable charge of \$5 per month, and your car will be delivered FREE at your door at any hour anywhere at the Beach. Expert mechanics will also doctor your car in fine shape, and you can obtain tires and auto supplies of all kinds.

## Breezes and Wheezes

One of the best sites in the business district, the vacant lot between the postoffice and Walsh's new skyscraper, has been leased from the owner, Clausen Jones, for a period of ten years by H. H. Reid and his son, Fred W. Reid, who will shortly begin the erection of a fine commercial building to house their hardware and lumber business. When properly matured, full details will be announced in these columns.

School children and the grown-ups, too, are asked to send their opinions to The Beach News of why, how and when the sand dunes grew along the Beach front.

Don't forget to do your Christmas shopping early, and also to mail your parcels and tokens NOW, marking them "To be opened on Christmas day."

Any of the members of the Chamber of Commerce who may be in arrears for dues would do well to step up to the "Captain's" desk, or else the official collector, "Roy" Burkhart, will be right after 'em with a sharp stick. Pay up—and get one of the new membership cards soon to be issued, and don't forget to hustle up a new member in the big drive for five hundred more live wires.

## FABER'S CHRISTMAS BARGAIN SPECIALS

"Trade at Home, Where Prices Are Right" is the slogan selected by G. H. Faber in his big display announcement of the wonderful Christmas Bargain Specials to be had at his Cash and Carry Store No. 3, on Beach street, and at the Little Cash Grocery on Newport avenue. Besides a big lot of Christmas trees at bargain prices, Christmas boxes of fruits and nuts are listed as specials and there is a long list of all sorts of groceries needed in every home at prices that will pay you to do your Christmas shopping at home and early, too.

"Jerry" Conklin, who has the "early trick" just now on the O. B. street cars, is most deservedly a very popular conductor with the patrons of the Spreckels system. He is exceptionally good-natured and is always pleasant and courteous to his passengers.

## "THE NEW DISCIPLE"

"The New Disciple," the first of a series of worthwhile photo-dramas, comes to the Spreckels Theater for one night, Wednesday, December 20, and bears the high reputation of being a dignified, earnest screen production of a labor and capital problem. Woodrow Wilson's book, "The New Freedom," is frequently quoted in its telling, and there is shown a successful application of a co-operative policy from both of the factors that is an interesting, dramatic solution to a grim story.

Get a Christmas box of cigars for HIM from the Fremont Club Cigar Stand on Newport avenue. Only \$2.25 for 25, packed in a classy box, artistically labeled "Merry Christmas and Happy New Year."

Phone Point Loma 72-W-K

OCEAN BEACH  
BAKERY

W. MAYBEE, Prop.

1877 BACON STREET

SAY IT WITH FRUIT CAKE and  
PLUM PUDDING

## SUNSET CREST

(Highest Point of Sunset Cliffs)  
CHAS. M. WHEELER, Prop.  
Cable St. and Orchard Ave.  
Beautiful Cement Bungalows, four  
rooms with bath, completely furnished.  
\$45-per month Fireproof Garages

## SERVICE and QUALITY

## Our Grocery Store

P. J. GRAND-MAITRE, Prop.  
4795 Voltaire St., Ocean Beach  
PHONE PT. LOMA 284

Phone Point Loma 130-J

MRS. HELEN McCONAUGHY  
(Musical Graduate)  
Will Receive a Limited Number of  
PIANO PUPILS  
At 2121 DeFoe Street  
Ocean Beach, Calif.

Olds and Stoller Inter-  
Exchange Automobile  
INSURANCE

C. L. SHACTEBEC, Manager  
Ocean Beach—4770 W. Pt. Loma Blvd.  
Telephone: Pt. Loma 144-R  
San Diego—430 Union Bldg.  
Telephone: 644-42  
SAVE MONEY—INSURE WITH US  
Absolute Protection With Fair Adjust-  
ments and Best of Service  
Get Our Rates By Mail or Phone and  
Make Comparisons  
DIRECT BRANCHES IN PRINCIPAL  
CITIES IN STATE

## OCEAN BEACH NOTION SHOP

has a fine assortment of Christmas  
Decorations, Trimmings and Toys  
—Beautiful Dolls and many other  
pretty things for the Yuletide sea-  
son.  
1959 Abbott Street  
Two Doors North of Library

Music and Hearty Welcome  
Awaits You at the

## SKATING RINK

On Abbott Street, Near the Beach  
Healthy Recreation and Amuse-  
ment for Young and Old Alike

## Kodak Finishing

Get a FREE Enlargement

Copy Work and Coloring

GREETING CARDS

For All Occasions

J. P. FROIDE

5019 Newport Avenue

Ocean ("Keep Boosting") Beach

## BUY YOUR CANDY

-- AT THE --

## NEW OCEAN BEACH BATH HOUSE

Benbough Building, Ocean Beach, California

And  
Get

Passes

FOR  
THE

## OCEAN THEATRE

CIGARS

CANDY

COLD DRINKS

## NEW OCEAN BEACH BATH HOUSE

BENBOUGH BUILDING

T. H. HARRISON, Manager

OPEN FROM 6 A. M. TO 11 P. M.